

Green Tags from the Bonneville Environmental Foundation-

New Renewables Meet New Customers in a New World

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The Sixth National Green Power Marketing Conference
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Bonneville Environmental Foundation



The Bonneville Environmental Foundation

- Independent Non-Profit, Established in 1998
- Works with BPA, Utilities, Suppliers & Environmental Community to:
 - identify low-impact renewables & get them endorsed
 - market green power and Green Tags
 - \pm 25 aMW currently under contract
- Reinvests Green Power Revenues in:
 - new renewable energy projects
 - watershed restoration
 - 18 projects funded to date



BEF Current Customer List

EPP

City of Albion
City of Ashland
City of Blaine
City of Burley
DOE - Richland
Emerald PUD
EWEB
Flathead EC
City of Forest Grove
City of Idaho Falls
Lakeview L&P
Midstate EC

City of Monmouth
Orcas P&L
Peninsula Light Co
Riverside EC
Salem Electric
Snohomish PUD
City of Tacoma
Tanner EC
United EC
Whatcom PUD

Green Tags

Idaho Power Co.
Batdorf & Bronson
Coffee Roasters
CH2M HILL
EPA - Region X
Global Energy
Concepts
Xantrex Tech-
nologies
Climate Solutions





BEF Offers

- An *affordable*, low-risk, Green Tag product based on *new* wind and solar resources
- A *superior* product designed to meet regional and national green power certification standards
- Endorsed by:
 - Natural Resources Defense Council
 - Renewable Northwest Project
 - Northwest Energy Coalition

BEF Offers

- Marketing tools that increase the likelihood of a successful program
- Staff experienced in green power marketing
- Option for customers to offset part or all of their Greenhouse Gas footprint (power, home heating, travel)
- The option of having a purchase be tax-deductible

[CO₂ Calculator](#)[Skip Calculator & Buy
Now](#)[Green Tags for
Business Customers](#)[Green Tag Supply](#)[What Others Say](#)[FAQ](#)

Green Tag Calculator

[Intro](#)[Step 1:
Electricity](#)[Step 2:
Heating](#)[Step 3:
Auto Travel](#)[Step 4:
Air Travel](#)[Offset Now](#)

Introduction

How much [CO₂](#) and other greenhouse gasses ([CO₂e](#)) do your activities create? Fill in the blanks in our CO₂ emissions calculator to find out.

Each section in our calculator will ask you to fill-in information about your energy use. You may complete each of the sections in order or jump ahead as you wish by using the tabs at the top of the calculator. If you do not complete all of the sections, the calculator will indicate your CO₂ emissions for the sections that you do choose to complete.

[Start >>](#)



[CO₂ Calculator](#)

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[What Others Say](#)

[FAQ](#)

"The business side of our Foundation is premised on production, innovation and..."

Green Tag Calculator

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Heating](#)

[Step 3:
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**[Step 4:
Air Travel](#)**

[Offset Now](#)

Step 4: Your Air Travel

Enter the approximate number of miles you flew in the past year:

 miles

OR

Enter the number of round trips you made in the past year

 trips

[Next >>](#)

[How do these calculations work? Click here.](#)

	Emission Source	Average	My Usage	My Emissions
	Electricity	10,388 kWh	9,000 kWh	1,695 lbs
	Heating	812 CCF	700 CCF	8,442 lbs
	Automobile Travel	556 gal	286 gal	5,590 lbs
▶	Air Travel	962 mi		

Total: 15,727 lbs



[CO₂ Calculator](#)

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[Green Tags for Business Customers](#)

[Green Tag Supply](#)

[What Others Say](#)

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"The business side of our Foundation is premised on product innovation and market responsiveness. That's why we came up with the idea of Green Tags, and why we're market leaders in making them available."
 -- Angus Duncan



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[Step 4:
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[Offset Now](#)

Offset Your Emissions Now

Our calculations indicate that your activities in the past year account for **15,727** lbs of greenhouse gases. It would require **11** [Green Tags](#) to have these activities become 100% [climate neutral](#) for one year.

How much would you like to offset?

Check one of the boxes to select the percent of these emissions to offset with Green Tags. Alternatively, you can enter a number of Green Tags to purchase.

The minimum number of Green Tags you may purchase is two.



Percent Offset	Green Tags	Price/year
<input checked="" type="radio"/> 100%	11	\$220.00
<input type="radio"/> 50%	6	\$120.00
<input type="radio"/> 25%	3	\$60.00
<input type="radio"/> 18%	2	\$40.00
<input type="radio"/> Other	<input type="text"/>	

[Order Now](#)

Many of our utility partners offer a green power program.

To see what is offered, look for your utility provider here:

Emission Source	Average	My Usage	My Emissions
Electricity	10,398 kWh	9,000 kWh	1,695 lbs
Heating	812 CCF	700 CCF	8,442 lbs
Automobile Travel	555 gal	295 gal	5,590 lbs
Air Travel	962 mi		
Total:			15,727 lbs





Product Integrity

Customers want the environment to benefit

- BEF Green Tags reflect **new** (post 5-1-99) renewables, not existing renewables.
- Specific renewable energy projects are identified
- BEF Green Tag identifies and quantifies displaced emissions (e g. CO₂)
- BEF works with regional & national groups to develop certification standards for Green Tags /RECs/TRCs
- All BEF Tags are from renewable projects endorsed by three leading environmental organizations
- BEF reinvests net revenues in new renewables



Product Integrity

Customers Want Real Numbers

- Green Tags based on metered output
- Clearly identifies number of kWh customer is supporting
- All assumptions for calculations are clearly identified, documented (extensive FAQ on web)
- Supply contracts provide verification and authentication, protect against “double counting”
- Annual independent audit of Green Tag sales



Summary

's Green Tag product is:

- A superior product at an affordable price
- Based on new wind and solar resources
- Endorsed by environmental organizations

BEF:

- Reinvests net revenues in renewable energy projects
- Has track record with businesses and utilities
- Offers residential customers a way to make their purchase tax deductible





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